



CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)

PAST | FUSION
ACADEMY
AT ARGONNE NATIONAL LABORATORY

SPOKESPERSON FOR LEADERSHIP AND SUBJECT-MATTER-EXPERTS

MARCH 1, 2023

Course Overview: This half-day Spokesperson Training (MR501) is for policymakers, elected officials, government officials, and subject-matter-experts who are likely to interact with the news media before, during or after an emergency event. Participants will engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera, and remote on-camera interviews. Message mapping development, interview preparation, remote staging methodology, and news conference stagecraft will be emphasized and reinforced throughout this workshop.

Course Points of Contact:

- Gayle Perez, Pueblo County Sheriff's Office, CSEPP PIO; Office: (719) 583-6222; Cell: (719) 250-2855; E-mail: perezg@pueblocounty.us.
- Eric Singer, Argonne PAST Fusion Academy; Cell: (719) 661-2674; E-mail: ssinger@anl.gov.

Training Location: Pueblo County Emergency Operations Center, 101 West 10th Street, Pueblo, Colorado, 81003.

***Course Agenda:**

- 8:00 AM Facility Opens/Participants Arrive
- 8:15 AM Welcome: Class Introductions
- 8:30 AM Unit 1: Developing Key Messages
- 9:15 AM Unit 2: The Art of the Interview
- 9:45 AM Unit 3: Prepare "Remote" On-Camera Interviews
- 10:15 AM Unit 4: Remote Interviews
- 11:00 AM Unit 5: On-Camera Interviews
- 11:45 AM Unit 6: News Conference Stagecraft
- 12:00 PM Course Wrap-Up/End of Day

**Course agenda subject to change*